

Purpose-Driven Business Checklist

Step 1: Clarify Your Purpose

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- ☐ I have a clear “Why” statement that guides my business decisions.
- ☐ My business vision aligns with my personal values.
- ☐ I can describe the positive impact my business will make in one sentence.

Step 2: Define Your Audience & Impact

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- ☐ I know exactly who my ideal client/customer is.
- ☐ I understand their struggles, goals, and motivations.
- ☐ I can explain how my product/service makes their life better.

Step 3: Build a Solid Foundation

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- ☐ I've chosen the right business structure (LLC, corporation, etc.).
- ☐ I have a business bank account separate from personal funds.
- ☐ I've registered for necessary licenses/permits.
- ☐ I've considered insurance, taxes, and compliance requirements.

Step 4: Craft a Purpose-Driven Brand

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- ☐ My brand identity (logo, colors, tagline) reflects my purpose.
- ☐ My website and social media communicate my values clearly.
- ☐ I have a consistent tone and message across all platforms.

Step 5: Create Aligned Offers

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- ☐ My products/services directly solve a problem for my audience.
- ☐ I can connect each offer back to my larger mission.
- ☐ I've created a value ladder (freebie → entry offer → premium offer).

Step 6: Marketing with Integrity

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- ☐ I've chosen marketing strategies that feel authentic to me.
- ☐ I share stories, not just sales pitches.
- ☐ I highlight both the value and the impact of what I offer.

Step 7: Systems for Sustainability

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- ☐ I have systems for managing finances (budgeting, bookkeeping).
- ☐ I use tools/automation to save time where possible.
- ☐ I schedule regular reviews to assess progress and pivot if needed.

Step 8: Purpose in Action

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- ☐ I reinvest a portion of profits into community, growth, or causes I care about.
- ☐ I practice self-care to avoid burnout while building.
- ☐ I celebrate milestones, no matter how small.

YOUR NEXT STEPS

CIRCLE 2-3 BOXES FROM THE PREVIOUS PAGE THAT YOU HAVEN'T CHECKED YET. CREATE AN ACTION PLAN FOR HOW YOU'LL COMPLETE THEM THIS MONTH.

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NOTES:

SHARE YOUR NEXT STEPS

SHARE YOUR NEXT STEPS WITH OUR COMMUNITY AND STAY ACCOUNTABLE

Contact Us

We'd love to hear from you! If you have any questions, feedback, or need support, reach out using the details below:

Email: support@reasnus.org

Website: reasnus.org

Instagram: [@reasn2grow](https://www.instagram.com/reasn2grow)

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